

Developing Strong Partnerships: Mentor Sustainability Series

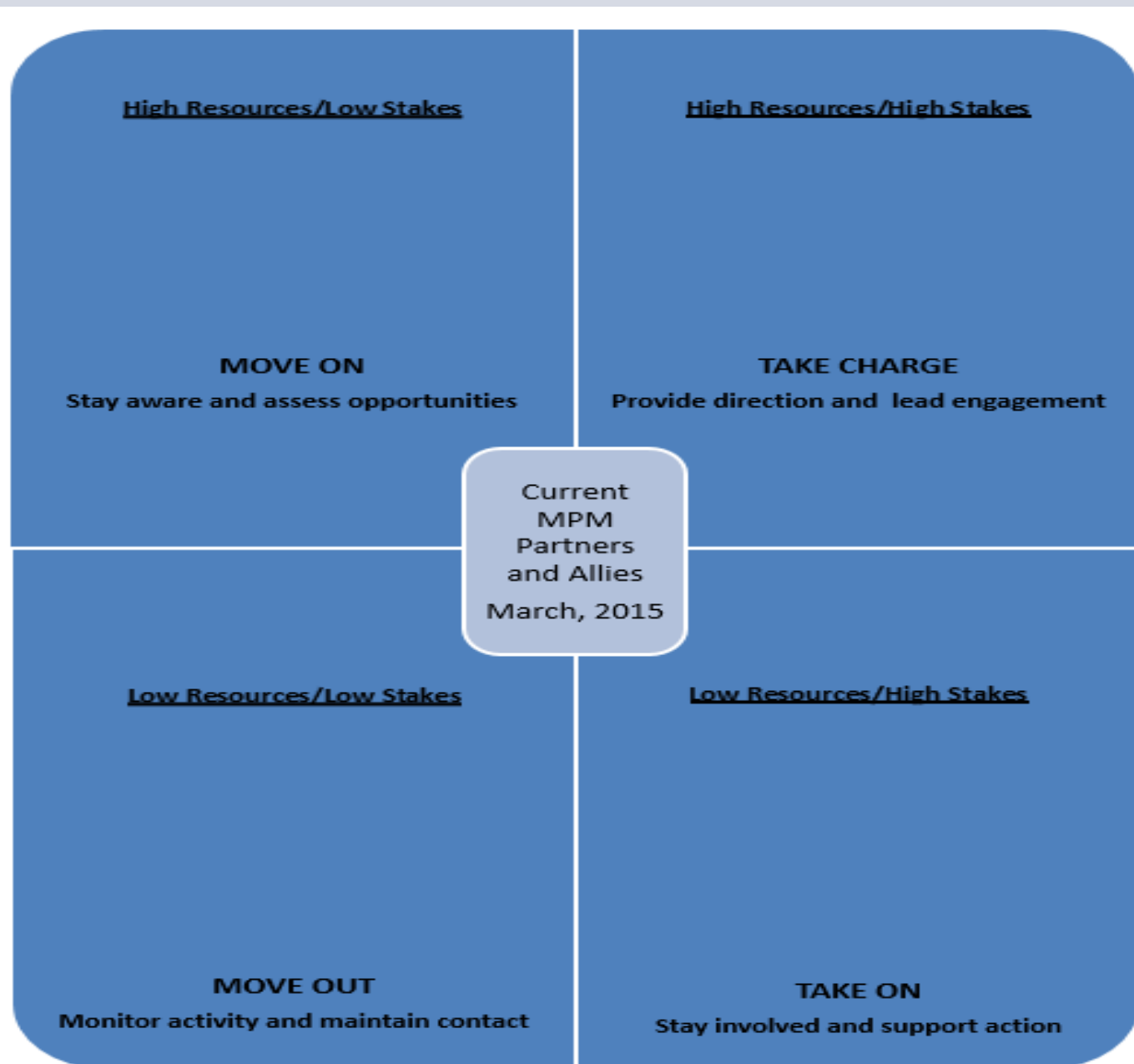


Road Map

- Questions?
- Partnership Mapping
- Marketing
- Goals and Objectives







Making the Most of Partnerships

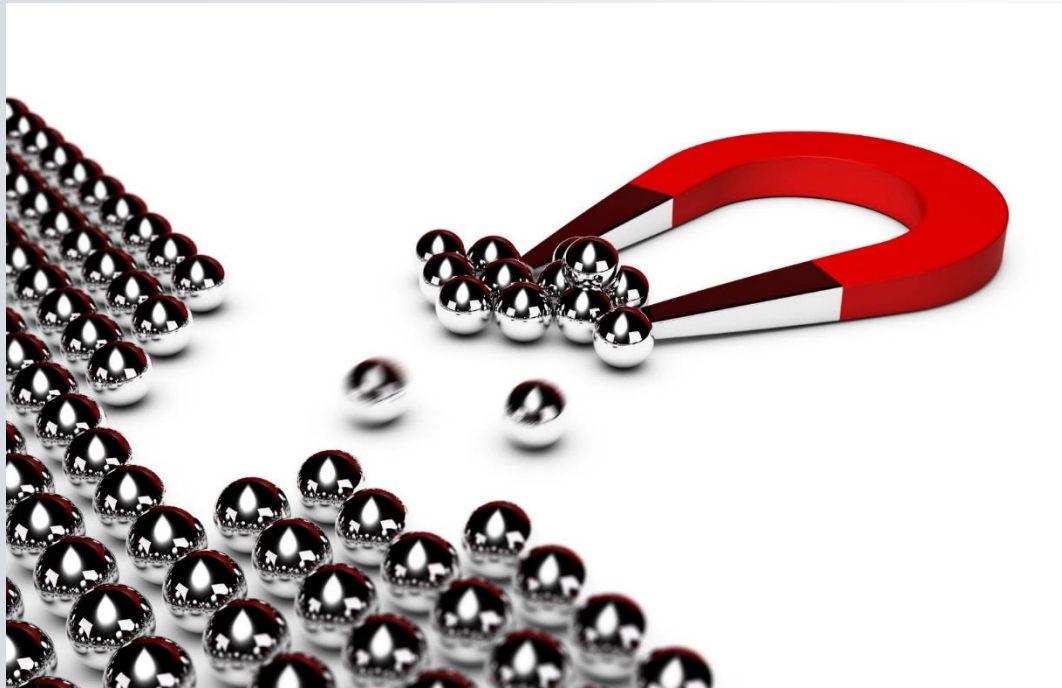
- Transactional (Need Based): Formed for the purposes of a direct material gain for each member. You share services, but little more.
- Complementary (Opportunity Based): You have compatible missions and may work with some of the same clientele. You may use each other as referral sources and/or work together on a community initiative or grant, but your organizations are fully independent.
- Collaborative (Mission and Vision Based): Not only do you work together, you also integrate one another into daily operations. Although you are still independent organizations, you exert considerable influence on one another while working together to fulfill a common vision.



Fundraising or Friendraising

- Do you need to raise friends as well as funds? Can you do this the same way?
- Friends may be your champions!

Marketing



Brand

The unique way in which your program is meeting a perceived need in your community.

Your Core Messages

- What does your program do?
- Why is it important?
- What makes your program unique?
- How do you know it works?

Target Audiences



Writing Key Messages

- Grab attention
- Tell a story
- Show your personality
- Stay consistent to your brand
- Make sure to hit talking points
- Keep it simple!



Marketing Planning

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Planning continued

- **What** are you different marketing methods we want to do?
- **Who** is each targeted to?
- **What action** do you want to inspire?
- **Who** does what and when?
- How will you know **if it is working**?



Resource Development Keys

- Develop program model with clear goals and mission statement, clear inputs and outputs in your Logic Model, and a clear plan to evaluate your impact
- Work to expand your strengths and opportunities and overcome your weaknesses and threats
- Conduct a strong programmatic foundation with quality, evidence-based program practices
- Cultivate strong, strategic partnerships that build capacity
- Share your story with key audiences and ask them to contribute

S



Specific

M



Measurable

A



Attainable

R



Relevant

T



Time Based

Wrap Up

■ Thank you!